

Claim Amendment

Claim 1 (original) An advertising sheet, comprising:

a micro-prism retroreflective sheet having a micro-prism reflective surface on a lower surface thereof;

a reinforced fabric attached to the lower surface of the micro-prism retroreflective sheet to serve as a reinforcement and to allow for a smooth reflection on the micro-prism reflective surface; and

a print fabric attached to an upper surface of the micro-prism retroreflective sheet, with a printing layer, on which an advertisement is printed, provided on an outer surface of the print fabric.

Claim 2 (original) An advertising sheet, comprising:

a micro-prism retroreflective sheet having a micro-prism reflective surface on a lower surface thereof;

a reinforced fabric attached to the lower surface of the micro-prism retroreflective sheet to serve as a reinforcement and to allow for a smooth reflection on the micro-prism reflective surface;

a chemical layer applied to an upper surface of the micro-prism retroreflective sheet to allow a water-based ink to be easily fixed on the micro-prism retroreflective sheet; and

a printing layer provided on the chemical layer, with an advertisement printed with water-based ink on the printing layer.

Claim 3 (original) An advertising sheet, comprising:

a micro-prism retroreflective sheet having a micro-prism reflective surface on a lower surface thereof;

a reinforced fabric attached to the lower surface of the micro-prism retroreflective sheet to serve as a reinforcement and to allow for a smooth reflection on the micro-prism reflective surface; and

a printing layer provided on an upper surface of the micro-prism retroreflective sheet, with an advertisement printed on the printing layer with a silk ink or a solvent ink including an oil-based ink.

Claim 4 (currently amended) The advertising sheet according to claim 1 any one of claims 1 through 3, further comprising: a transparent coating film covering an outer surface of the printing layer.

Claim 5 (currently amended) The advertising sheet according to claim 1 any one of claims 1 through 3, wherein the upper and lower surfaces of the micro-prism retroreflective sheet are treated using a UV (ultra-violet) coating process.

Claim 6 (currently amended) A method for manufacturing an the advertising sheet of claim 3 which comprises a micro-prism retroreflective sheet having a micro-prism reflective surface on a lower surface thereof; a reinforced fabric attached to the lower surface of the micro-prism retroreflective sheet to serve as a reinforcement and to allow for a smooth reflection on the micro-prism reflective surface; a chemical layer

applied to an upper surface of the micro-prism retroreflective sheet to allow a water-based ink to be easily fixed on the micro-prism retroreflective sheet; and a printing layer provided on the chemical layer, with an advertisement printed with water-based ink on the printing layer, comprising the steps of:

attaching the reinforced fabric to the lower surface of the micro-prism retroreflective sheet;

printing the advertisement on the upper surface of the print fabric through the photographic, offset or photogravure printing process, and drying the print fabric with the advertisement; and

attaching the lower surface of the print fabric to the upper surface of the micro-prism retroreflective sheet with the reinforced fabric attached to the lower surface of the micro-prism retroreflective sheet, thus completing the advertising sheet.

Claim 7 (currently amended) A method for manufacturing an the advertising sheet of claim 2 which comprises: a micro-prism retroreflective sheet having a micro-prism reflective surface on a lower surface thereof; a reinforced fabric attached to the lower surface of the micro-prism retroreflective sheet to serve as a reinforcement and to allow for a smooth reflection on the micro-prism reflective surface; a chemical layer applied to an upper surface of the micro-prism retroreflective sheet to allow a water-based ink to be easily fixed on the micro-prism retroreflective sheet; and a printing layer provided on the chemical layer, with an advertisement printed with water-based ink on the printing layer, comprising the steps of:

attaching the reinforced fabric to the lower surface of the micro-prism retroreflective sheet; applying the chemicals for printing to the upper surface of the micro-prism retroreflective sheet to form the chemical layer capable of allowing the water-based ink to be easily fixed on the micro-prism retroreflective sheet; and printing the advertisement on the chemical layer with the water-based ink, thus completing the advertising sheet.

Claim 8 (original) The method according to claim 7, further comprising the step of: coating a transparent coating film on a printing layer produced by printing the advertisement on the chemical layer with the water-based ink.

Claim 9 (currently amended) A method for manufacturing an advertising sheet of claim 3 which comprises a micro-prism retroreflective sheet having a micro-prism reflective surface on a lower surface thereof; a reinforced fabric attached to the lower surface of the micro-prism retroreflective sheet to serve as a reinforcement and to allow for a smooth reflection on the micro-prism reflective surface; a chemical layer applied to an upper surface of the micro-prism retroreflective sheet to allow a water-based ink to be easily fixed on the micro-prism retroreflective sheet; and a printing layer provided on the chemical layer, with an advertisement printed with water-based ink on the printing layer, comprising the steps of:

attaching the reinforced fabric to the lower surface of the micro-prism retroreflective sheet; and

printing the advertisement on the upper surface of the micro-prism retroreflective sheet with silk ink or solvent ink including oil-based ink, thus completing the advertising sheet.

Claim 10 (new) The advertising sheet according to claim 2, further comprising: a transparent coating film covering an outer surface of the printing layer.

Claim 11 (new) The advertising sheet according to claim 2, wherein the upper and lower surfaces of the micro-prism retroreflective sheet are treated using a UV (ultra-violet) coating process.

Claim 12 (new) The advertising sheet according to claim 3, further comprising: a transparent coating film covering an outer surface of the printing layer.

Claim 13 (new) The advertising sheet according to claim 3, wherein the upper and lower surfaces of the micro-prism retroreflective sheet are treated using a UV (ultra-violet) coating process.